



**COACHING**



# AGENT CASE STUDY

Shelton Wilder Group

\$7M to \$100+M in Sales in 24 months

## AT A GLANCE

### CHALLENGES

- No Systems
- Increase Price Point
- Becoming a Listing Agent

### BENEFITS

- Started at \$7M in Sales
- Completed at \$100+M in Sales
- Reduced Overhead



"For over 6 years, we've been developing new strategies for real estate teams of all sizes.

Our mission is to provide agents with custom solutions that enable them to work better and smarter; creating consistent, predictable results."

**LAURA DOUGHTY**

Monarch Real Estate Concierge

## OBJECTIVES

SWG required strategies and duplicatable systems to be put into place in order to create structure and facilitate growth in sales and in team members.

## SOLUTIONS

We implemented simple systems that weren't too tech heavy as client requested. Providing a foundational road map for sustainable growth utilizing and capturing the clients personality and charisma.

## BENEFITS

### Benefits One

Developed a RE Course using SWG standards of practice, for both other agents and internal team members.

### Benefits Two

Developed a step-by-step SOP that flexes as the team grows, but also keeps them accountable to bottom-line profit.

### Benefits Three

Team grew from 2 members to 10. Sales grew from \$7M to \$100+M, with Avg Listing Price increasing by 60% and reduced unnecessary spending.